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United States Department of the Interior
National Park Service

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SEP - 2015

Nat. Register of Historic Places
National Park Service

National Register of Historic Places Registration Form

This form is for use in nominating or requesting determinations for individual properties and districts. See instructions in National Register Bulletin, *How to Complete the National Register of Historic Places Registration Form*. If any item does not apply to the property being documented, enter "N/A" for "not applicable." For functions, architectural classification, materials, and areas of significance, enter only categories and subcategories from the instructions. Place additional certification comments, entries, and narrative items on continuation sheets if needed (NPS Form 10-900a).

1. Name of Property

historic name Toccoa Downtown Historic District (Boundary Increase)

other names/site number _____

2. Location

street & number 118 West Doyle Street not for publication

city or town Toccoa vicinity

state Georgia code GA county Stephens code 257 zip code 30577

3. State/Federal Agency Certification

As the designated authority under the National Historic Preservation Act, as amended,

I hereby certify that this nomination request for determination of eligibility meets the documentation standards for registering properties in the National Register of Historic Places and meets the procedural and professional requirements set forth in 36 CFR Part 60.

In my opinion, the property meets does not meet the National Register Criteria. I recommend that this property be considered significant at the following level(s) of significance:

national statewide local

W R H William R. Hover 9 September 2015
Signature of certifying official/Title, Dr. David Crass Division Director/Deputy SHPO Date

Department of Natural Resources Historic Preservation Division
State or Federal agency/bureau or Tribal Government

In my opinion, the property meets does not meet the National Register criteria.

Signature of commenting official _____ Date _____

Title _____ State or Federal agency/bureau or Tribal Government

4. National Park Service Certification

I hereby certify that this property is:

entered in the National Register determined eligible for the National Register

determined not eligible for the National Register removed from the National Register

other (explain): _____

[Signature] 10/22/15
Signature of the Keeper Date of Action

Toccoa Downtown Historic District (Boundary Increase)
Name of Property

Stephens County, GA
County and State

5. Classification

Ownership of Property
(Check as many boxes as apply.)

Category of Property
(Check only one box.)

Number of Resources within Property
(Do not include previously listed resources in the count.)

- private
- public - Local
- public - State
- public - Federal

- building(s)
- district
- site
- structure
- object

Contributing	Noncontributing	
1	0	buildings
0	0	district
0	0	site
0	0	structure
0	0	object
1	0	Total

Name of related multiple property listing
(Enter "N/A" if property is not part of a multiple property listing)

Number of contributing resources previously listed in the National Register

N/A

77 resources listed as part of the Toccoa Downtown Historic District

6. Function or Use

Historic Functions
(Enter categories from instructions.)

Current Functions
(Enter categories from instructions.)

RECREATION AND CULTURE: theater

RECREATION AND CULTURE: theater

7. Description

Architectural Classification
(Enter categories from instructions.)

Materials
(Enter categories from instructions.)

MODERN MOVEMENT: Streamline Moderne

foundation: BRICK
walls: BRICK
STUCCO
roof: ASPHALT
other:

Toccoa Downtown Historic District (Boundary Increase)

Stephens County, GA

Name of Property

County and State

Narrative Description

(Describe the historic and current physical appearance of the property. Explain contributing and noncontributing resources if necessary. Begin with a **summary paragraph** that briefly describes the general characteristics of the property, such as its location, setting, size, and significant features.)

Summary Paragraph

The Ritz Theater is a Streamline Moderne-style movie theater located on West Doyle Street west of Toccoa City Hall in downtown Toccoa. The building is located at the edge of the Toccoa Downtown Historic District on the corner of N. Broad and W. Doyle streets. Built in 1939, the main façade of this community landmark building is clad in stucco; the sides are brick. Brightly painted in its original colors of aqua, pink, and cream, the façade has both horizontal and vertical bands of color. The recessed main entrance has a box office window across from a double door with diamond-shaped windows. Poster display cases and single doors with diamond-shaped windows are located on each side of the recessed entrance. The exterior of the theater retains a high level of historic integrity. Plans to recreate the neon marquee are underway.

Narrative Description

The building is a large rectangular building on the corner of W. Doyle and N. Broad streets in downtown Toccoa. Designed in the Streamline Moderne style, the building has been recently restored to its 1939 appearance. The Ritz Theater opened in 1939 as a single-screen film theater. It was operated by Fred McLendon, who owned a chain of movie theaters.

The movie theater closed in 1975 and the building became a performing arts center, the Schaefer Center. Interior changes including adding drop ceilings were made during this time. Exterior changes included covering the façade with red brick.

The brick has since been removed and the historic façade restored to its Streamline Moderne-style appearance. Paint analysis revealed original colors of aqua, pink, and cream. Horizontal bands of the three colors define the façade. Additional bands of aqua and cream highlight the area over the entrance. The recessed entrance, with pink and aqua bands, houses the box office and main entrance doors. Display cases for advertising upcoming events are located on either side of the recessed entrance. Single doors with diamond-shaped windows flank the display cases. Three small windows are located on the façade in the balcony area of the building.

The sides and rear of the building are brick. The structure of the main floor is wood joists on brick foundation walls and piers.

The recessed entrance leads into a lobby area. This lobby has been greatly modified in past renovations, but remnants of the original finishes and lobby configuration were found and restored when renovation was done in 2012. A small concessions stand, men's and women's restrooms, the ticket booth, and the main floor of the theater are accessed from the lobby. The ticket booth maintains its original footprint.

The interior of the theater retains its original configuration of seating and stage format. The stage is accessed from either side of the proscenium arch, which was restored to its original configuration. The interior underwent a refurbishing with new carpet, paint, stage curtain, and seating. The carpet was replicated from remnants of the original and the original interior paint colors were duplicated based upon paint analysis. Hardwood floors were restored. The main level auditorium has 362 seats, including four handicapped seats.

Toccoa Downtown Historic District (Boundary
Increase)

Stephens County, GA

Name of Property

County and State

The balcony, which cantilevers above the auditorium, is accessed by two stairways off the lobby, both of which also have access to the exterior. At the rear of the balcony is a cast-concrete projection room that retains its original configuration.

The building has a partial basement at the rear, underneath the stage area. The basement currently holds three dressing rooms.

Toccoa Downtown Historic District (Boundary Increase)
Name of Property

Stephens County, GA
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8. Statement of Significance

Applicable National Register Criteria

(Mark "x" in one or more boxes for the criteria qualifying the property for National Register listing.)

- A Property is associated with events that have made a significant contribution to the broad patterns of our history.
- B Property is associated with the lives of persons significant in our past.
- C Property embodies the distinctive characteristics of a type, period, or method of construction or represents the work of a master, or possesses high artistic values, or represents a significant and distinguishable entity whose components lack individual distinction.
- D Property has yielded, or is likely to yield, information important in prehistory or history.

Areas of Significance

(Enter categories from instructions.)

ARCHITECTURE

Period of Significance

1873 – 1964

Significant Dates

1939 – date of construction of Ritz Theater

Significant Person

(Complete only if Criterion B is marked above.)

N/A

Cultural Affiliation

N/A

Architect/Builder

N/A

Criteria Considerations

(Mark "x" in all the boxes that apply.)

Property is:

- A Owned by a religious institution or used for religious purposes.
- B removed from its original location.
- C a birthplace or grave.
- D a cemetery.
- E a reconstructed building, object, or structure.
- F a commemorative property.
- G less than 50 years old or achieving significance within the past 50 years.

Period of Significance (justification)

The period of significance is 1873-1964. This period of significance is the same as the period of significance for the Toccoa Downtown Historic District, which was listed in the National Register in 2011.

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Criteria Considerations (explanation, if necessary)

N/A

Statement of Significance Summary Paragraph (Provide a summary paragraph that includes level of significance and applicable criteria.)

The Toccoa Downtown Historic District (Boundary Increase) adds one building (118 West Doyle Street) and less than one acre to the Toccoa Downtown Historic District. The Toccoa Downtown Historic District was listed in the National Register on December 6, 2011. The Ritz Theater was not included in the 2011 historic district nomination because it was located on the edge of the district and the original stucco façade was covered by nonhistoric brick at that time and was therefore noncontributing to the district. The brick has been removed and the stucco façade restored to its 1939 appearance.

The theater opened in 1939 as a single-screen film theater. It was operated by Fred McLendon, who owned and operated a chain of movie theaters. The movie theater closed in 1975 and later was used as a performing arts center. The Ritz Theater is significant at the local level under Criterion C in the area of architecture because it is an excellent example of a 1939 Streamline Moderne-style movie theater in Toccoa and it contributes to the significance of the Toccoa downtown district as a community landmark building.

Narrative Statement of Significance (Provide at least one paragraph for each area of significance.)

The Toccoa Downtown Historic District was listed as significant in the area of architecture for its excellent collection of intact 19th- and early to mid-20th-century commercial and community landmark buildings that represent prevailing design and construction traditions of cities and towns in Georgia. Doyle Street is the main street in the downtown business district. The Ritz Theater is located at the end of Doyle Street and is an excellent example of a Streamline Moderne-style theater with its brightly painted façade in its original colors of aqua, pink, and cream. Vertical and horizontal bands of color highlight the design elements on the façade. The recessed main entrance has a box office window across from a double door with diamond-shaped windows. Poster display cases and single doors with diamond-shaped windows are located on each side of the recessed entrance. The exterior of the theater retains a high level of historic integrity. Plans to recreate the neon marquee are underway.

Toccoa has many good intact examples of commercial architecture that date from its period of greatest growth during the late 19th century into the 1940s. The central business district is concentrated in the blocks surrounding the courthouse and railroad tracks, as is common in many Georgia towns. Commercial buildings in the district include both freestanding and attached one- and two-story buildings. Buildings tend to be attached and aligned contiguously along Doyle Street, between Broad and Hill streets. Other character-defining features of many of the late 19th- and early 20th-century commercial buildings include simple rectangular forms; fronts that face directly onto the sidewalk, usually with a common setback; large display windows; architectural ornament primarily on the front and sometimes side facades; and parapet rooflines, some with recessed or decorative panels. Most are one story in height, and brick is the most common material. A handful of two-story examples have second-story segmental-arched windows and ornamented projecting cornices. Other stylistic elements include brick corbelling and dentils, patterned brickwork, frieze paneling, and transom windows.

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The Toccoa Downtown Historic District is also significant in architecture for its community landmark buildings including the Stephens County Courthouse. Other community landmark buildings include the courthouse annex (originally the First Baptist Church Sunday School building), city hall (the former U.S. Post Office), the 1964 U.S. Post Office, and the First Presbyterian Church. Public architecture, such as the WPA-funded U.S. Post Office, now city hall, tends to be influenced by classical antecedents. The church is also a good example of a classically inspired building. The Ritz Theater is the only Streamline Moderne-style building in the district.

Developmental history/additional historic context information (if appropriate)

The Ritz Theater, today known as the Schaefer Center, was constructed in 1939 as a single-screen film theater. The front façade of the building had a neon marquee announcing the featured films. Fred T. McLendon, who owned and operated a chain of movie theaters, operated the theater. The theater closed in 1975. The Toccoa-Stephens County Community Theater and the Currahee Arts Council, were created between 1975 and 1980. In February 1982, the theater was purchased from Mrs. Orville Schaefer by the Currahee Arts Council in partnership with the Toccoa-Stephens County Community Theater. Throughout the 1980s and 1990s, a great deal of work was done to the building including roofing and electrical repairs. The floor and theater seats were remodeled. The most significant change was alteration to the front façade in 1999, when a new brick façade was installed over the stucco due to a crack in the original stucco.

In 2012 funding was obtained to install an HVAC and life-safety system. A loading dock was added to the rear of the building. The City of Toccoa provided funding to renovate the main level auditorium and lobby. In 2013 a Tourism Product Development Grant funded the removal of the nonhistoric brick veneer façade and removal of the contemporary lighting fixtures and the repair of the original stucco underneath. In 2014 the City of Toccoa provided funds to repair the entry alcove, restore the original light boxes in the ceiling, install a stone cap on the top of the building, paint the façade original colors, reconstruct the two original surface mounted poster inserts, install doors, and a ticket window. The Currahee Arts Council provided funds to paint the brick sides that had previously been painted red the same paint colors as the front façade. The City of Toccoa also provided funds to install a new roof.

9. Major Bibliographical References

Bibliography (Cite the books, articles, and other sources used in preparing this form.)

Speno, Lynn. "Toccoa Downtown Historic District." *National Register of Historic Places Registration Form*, date. On file at the Historic Preservation Division, Department of Natural Resources, Stockbridge, Georgia.

Previous documentation on file (NPS):

- preliminary determination of individual listing (36 CFR 67 has been requested)
- previously listed in the National Register
- previously determined eligible by the National Register
- designated a National Historic Landmark
- recorded by Historic American Buildings Survey # _____
- recorded by Historic American Engineering Record # _____
- recorded by Historic American Landscape Survey # _____

Primary location of additional data:

- State Historic Preservation Office
- Other State agency
- Federal agency
- Local government
- University
- Other
- Name of repository: _____

Historic Resources Survey Number (if assigned): N/A

Toccoa Downtown Historic District (Boundary Increase)
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10. Geographical Data

Acreage of Property Less than one acre
(Do not include previously listed resource acreage.)

Latitude/Longitude Coordinates
Datum if other than WGS84: _____
(enter coordinates to 6 decimal places)

- | | |
|------------------------|-----------------------|
| 1. Latitude: 34.579390 | Longitude: -83.332896 |
| 2. Latitude: | Longitude: |
| 3. Latitude: | Longitude: |
| 4. Latitude: | Longitude: |

Verbal Boundary Description (Describe the boundaries of the property.)

The original National Register boundary is indicated with a heavy black line on the attached National Register map, which is drawn to scale. The boundary increase is indicated by a dotted line.

Boundary Justification (Explain why the boundaries were selected.)

The boundary includes the expansion of the city-owned property behind Toccoa City Hall to the corner of N. Broad Street to include the Ritz Theater.

11. Form Prepared By

name/title	<u>Lynn Speno, National Register Specialist</u>	date	<u>September 2015</u>
organization	<u>Historic Preservation Division, DNR</u>	telephone	<u>770-389-7842</u>
street & number	<u>2610 Georgia Highway 155</u>	state	<u>GA</u>
city or town	<u>Stockbridge</u>	zip code	<u>30281</u>
e-mail	<u>Lynn.speno@dnr.ga.gov</u>		

Additional Documentation

Submit the following items with the completed form:

Toccoa Downtown Historic District (Boundary Increase)
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- **Maps:** A **USGS map** (7.5 or 15 minute series) indicating the property's location.

A **Sketch map** for historic districts and properties having large acreage or numerous resources. Key all photographs to this map.

- **Continuation Sheets**
- **Additional items:** (Check with the SHPO or FPO for any additional items.)

Photographs:

Submit clear and descriptive photographs. The size of each image must be 1600x1200 pixels at 300 ppi (pixels per inch) or larger. Key all photographs to the sketch map.

Name of Property: Toccoa Downtown Historic District (Boundary Increase)

City or Vicinity: Toccoa

County: Stephens State: Georgia

Photographer: Charlie Miller

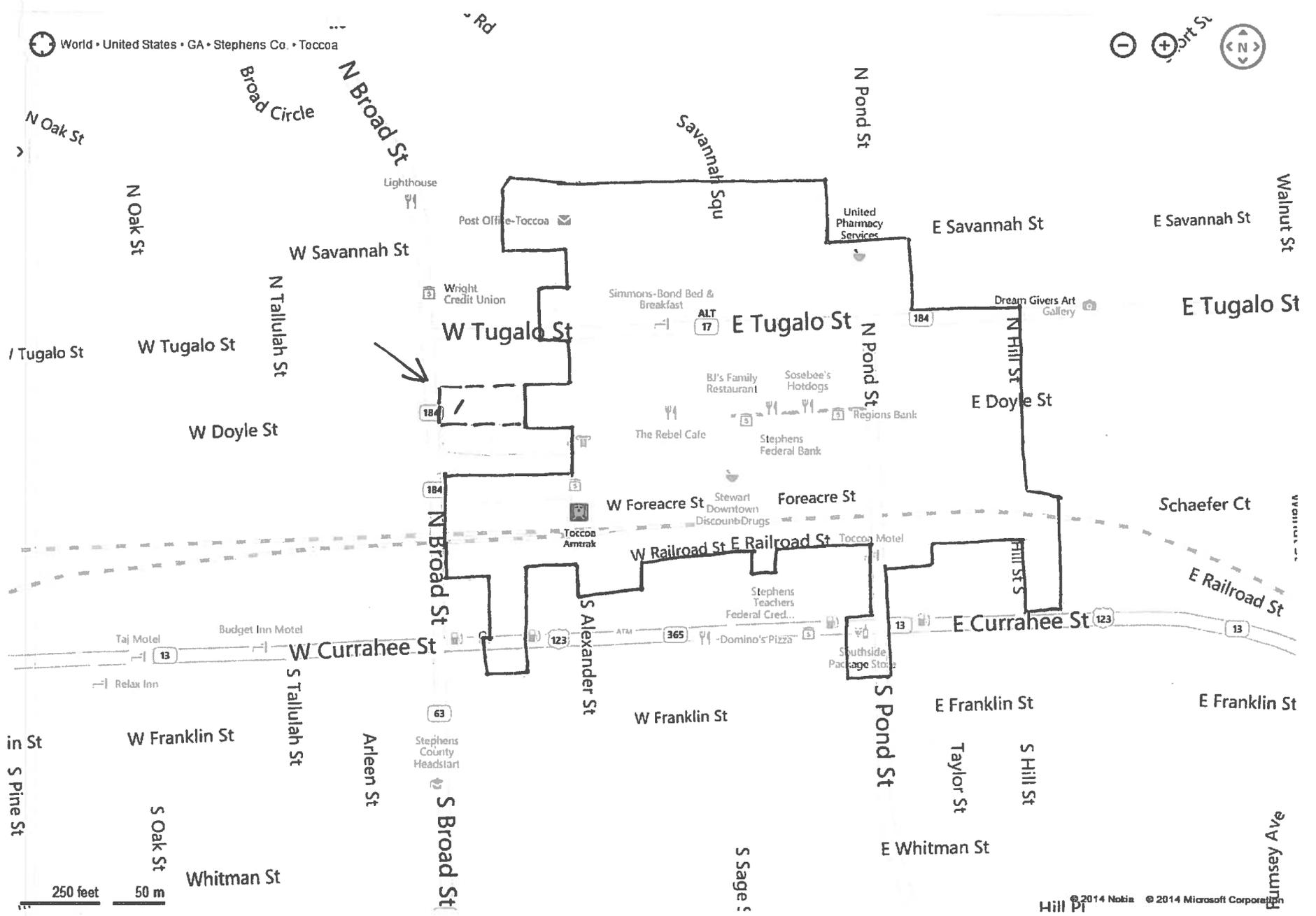
Date Photographed: January 21, 2015

Description of Photograph(s) and number:

1. Main façade; photographer facing north.
2. Stage; photographer facing north.
3. Stage; photographer facing north.

Paperwork Reduction Act Statement: This information is being collected for applications to the National Register of Historic Places to nominate properties for listing or determine eligibility for listing, to list properties, and to amend existing listings. Response to this request is required to obtain a benefit in accordance with the National Historic Preservation Act, as amended (16 U.S.C.460 et seq.).

Estimated Burden Statement: Public reporting burden for this form is estimated to average 18 hours per response including time for reviewing instructions, gathering and maintaining data, and completing and reviewing the form. Direct comments regarding this burden estimate or any aspect of this form to the Office of Planning and Performance Management. U.S. Dept. of the Interior, 1849 C. Street, NW, Washington, DC.



Toccoa Downtown Historic District (Boundary Increase)

Toccoa, Stephens County

Bing Maps

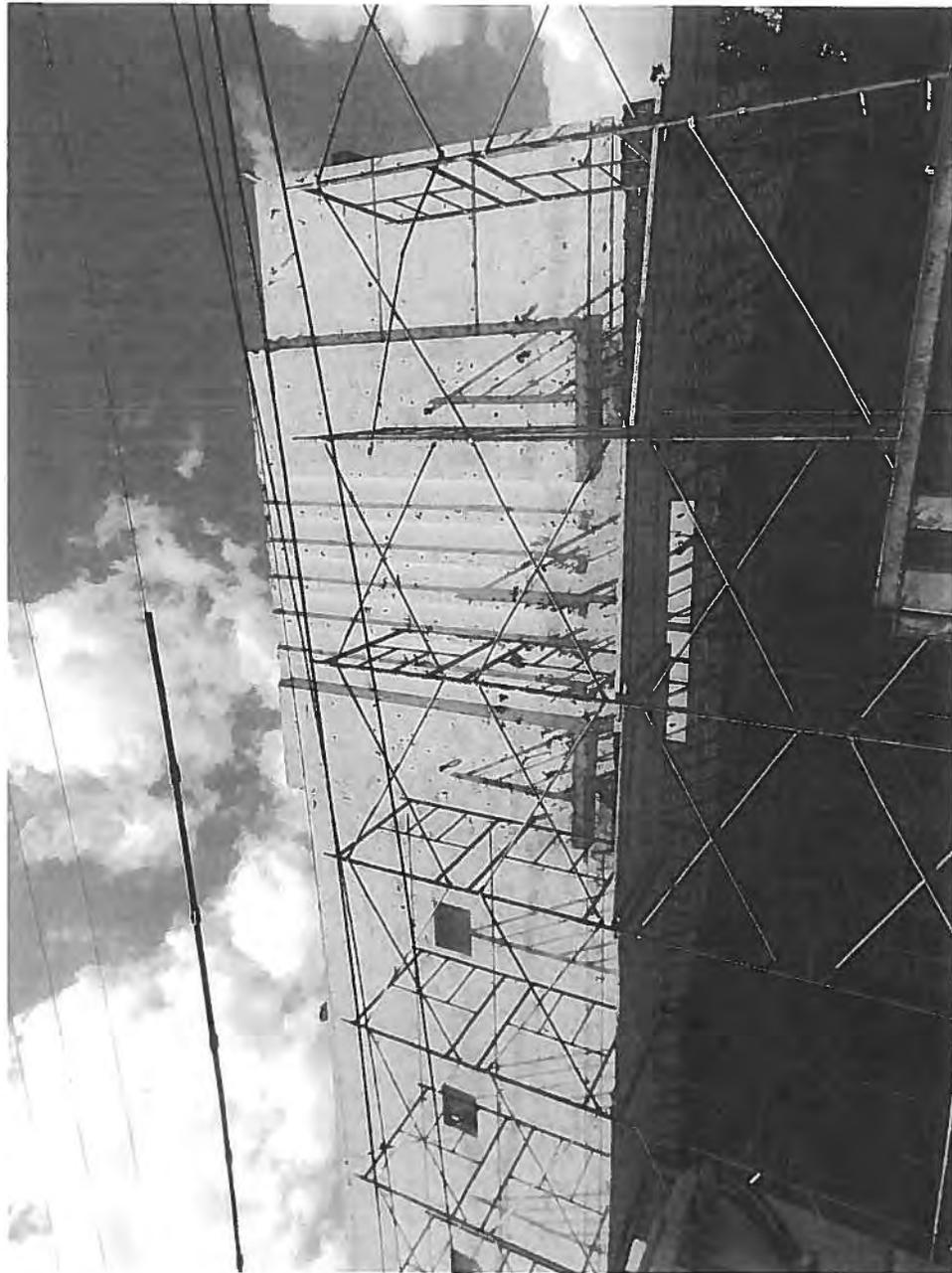
1. Lat 34.579390 Long -83.332896



Ritz Theater 1958



Ritz Theater 2012
Prior to removal of brick façade



Ritz Theater 2014
During removal of brick façade

TOCCOA DOWNTOWN HISTORIC DISTRICT
 (Boundary Increase) See 2011 map for entire district
 Stephens County, Georgia
 National Register Map

National Register Boundary: 
 Boundary Increase: 
 North: ↑
 Scale: 1 inch = 100 feet
 Source: Stephens County
 Contributing: ○
 Noncontributing: ○
 Vacant: √
 Photograph/Direction of View: #/∇



118 West Doyle Street

BROAD

ALEXANDER

SAVANNAH

DOYLE

SAGE

RICE LEWIS GILLIARD

POND

256
 128
 Post Office

Library

74 Simmons House
 Annex

Courthouse

166 RITZ
 92 City Hall

234, 230, 28, 36, P

27, 35, 65, 67

P

23, 27, 25, 33, 41, 45, 51, 55, 61, 68, 69, 77, 79, 142, 157

20, 28, 32, 36, 42, 46, 52, 56, 62, 65, 70, 74, 80, 116, 144, 118, 119, 120, 121, 122, 123, 124, 125, 126, 127, 128, 129, 130, 131, 132, 133, 134, 135, 136, 137, 138, 139, 140, 141, 142, 143, 144, 145, 146, 147, 148, 149, 150, 151, 152, 153, 154, 155, 156, 157, 158, 159, 160, 161, 162, 163, 164, 165, 166, 167, 168, 169, 170, 171, 172, 173, 174, 175, 176, 177, 178, 179, 180, 181, 182, 183, 184, 185, 186, 187, 188, 189, 190, 191, 192, 193, 194, 195, 196, 197, 198, 199, 200, 201, 202, 203, 204, 205, 206, 207, 208, 209, 210, 211, 212, 213, 214, 215, 216, 217, 218, 219, 220, 221, 222, 223, 224, 225, 226, 227, 228, 229, 230, 231, 232, 233, 234, 235, 236, 237, 238, 239, 240, 241, 242, 243, 244, 245, 246, 247, 248, 249, 250, 251, 252, 253, 254, 255, 256, 257, 258, 259, 260, 261, 262, 263, 264, 265, 266, 267, 268, 269, 270, 271, 272, 273, 274, 275, 276, 277, 278, 279, 280, 281, 282, 283, 284, 285, 286, 287, 288, 289, 290, 291, 292, 293, 294, 295, 296, 297, 298, 299, 300, 301, 302, 303, 304, 305, 306, 307, 308, 309, 310, 311, 312, 313, 314, 315, 316, 317, 318, 319, 320, 321, 322, 323, 324, 325, 326, 327, 328, 329, 330, 331, 332, 333, 334, 335, 336, 337, 338, 339, 340, 341, 342, 343, 344, 345, 346, 347, 348, 349, 350, 351, 352, 353, 354, 355, 356, 357, 358, 359, 360, 361, 362, 363, 364, 365, 366, 367, 368, 369, 370, 371, 372, 373, 374, 375, 376, 377, 378, 379, 380, 381, 382, 383, 384, 385, 386, 387, 388, 389, 390, 391, 392, 393, 394, 395, 396, 397, 398, 399, 400, 401, 402, 403, 404, 405, 406, 407, 408, 409, 410, 411, 412, 413, 414, 415, 416, 417, 418, 419, 420, 421, 422, 423, 424, 425, 426, 427, 428, 429, 430, 431, 432, 433, 434, 435, 436, 437, 438, 439, 440, 441, 442, 443, 444, 445, 446, 447, 448, 449, 450, 451, 452, 453, 454, 455, 456, 457, 458, 459, 460, 461, 462, 463, 464, 465, 466, 467, 468, 469, 470, 471, 472, 473, 474, 475, 476, 477, 478, 479, 480, 481, 482, 483, 484, 485, 486, 487, 488, 489, 490, 491, 492, 493, 494, 495, 496, 497, 498, 499, 500

